

## Message Text

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PAGE 01 HAMBUR 00790 211318Z

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FM AMCONSUL HAMBURG

TO USDOC WASHDC

SECSTATE WASHDC 3805

INFO AMEMBASSY B

AMCONSUL BREMEN

AMCONSUL FRANKFURT

AMCONSUL DUESSELDORF

AMCONSUL MINICH

AMCONSUL STUTTGART

USMISSION US BERLIN

USIA WASHDC

UNCLAS HAMBURG 0790

1. SUMMARY WITH REPRESENTATIVES FROM SIX STATES WITH OFFICES IN EUROPE PARTICIPATING UNDER OUR UMBRELLA, THE CONGEN RAN A BUSINESS INFORMATION OFFICE AT THE 1976 HANNOVER FAIR. ALL PARTICIPATING STATES EXPRESSED SATISFACTION WITH THE EFFORT. WE STRONGLY RECOMMEND, BASED ON THEIR RESULTS AND OURS, THAT COMMERCE AUTHORIZE DOLLARS 10,000 FOR A REPEAT EFFORT AT THE 1977 HANNOVER FAIR, BONN CONCURS IN THIS RECOMMENDATION. END SUMMARY.

2. INITIAL CONTACT WITH THE STATED REPRESENTATIVES AND GENERAL SUPERVISION OVER THE BUDGET FOR THE BUSINESS INFORMATION OFFICE (BIO) WAS HANDLED BY THE EMBASSY IN BONN. ACUTAL PLANNING, BUDGETING AND MANAGEMENT OF THE STAND WAS THE POST'S RESPONSIBILITY. THROUGHOUT THE PROCESS, THE ASSISTANCE AND GOODWILL OF AMERIKA-HAUS, HANNOVER WAS INVALUABLE AND WE WOULD LIKE TO COMMEND DONALD W. HAUGER, THE DIRECTOR, FOR HIS HELP.

3. OUR VISITOR LOG SHOWS 5,420 PERSONS VISITED OUR STAND IN UNCLASSIFIED

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PAGE 02 HAMBUR 00790 211318Z

THE INTERNATIONAL HALL AT THE FAIR. OF THESE, 4,818 WERE

GENERAL TOURISM VISITORS, 244 WERE SEEKING SPECIFIC TOURISM OR OTHER INFORMATION, AND 358 CAME FOR BUSINESS PRUPOSES.

4. FROM BUSINESS COVERSACTIONS, MEMBERS OF THE CONSULATE STAFF PRODUCED AN ESTIMATED 59 TRADE OPPORTUNITIES 16 T.O.' FROM OUR CONSULAR DISTRICT, AN ESTIMATED 29 T.O'S FROM 18 FIRMS LOCATED ELSEWHERE IN GERMANY AND AN ESTIMATED 14 T.O.'S FROM 10 FIRMS LOCATED OUTSIDE GERMANY. TO.O. INFOMATION ON FIRMS NOT IN OUR CONSULAR DISTRICT WAS CABLED TO THEAPPROPRIATE CONSULATE OR EMBASSY). IN ADDITION THE CONSULATE PROCESSED 15 LICENSING OPPORTUNITES, 1 REVERSE INVENTMENT OPPORTUNITY AND PROVIDED ASSISTANCE TO AT LEAST 25 AMERICAN BUSINESSMEN EXHIBITING AT OR VISITING THE HANNOVER FAIR.

5. THE SIX STATES REPRESENTED IN OUR STAND MADE 136 CONTACTS THEY FELT WERE PARTICULARLY SIGNIFICANT, OF WHICH 49 WERE FOR REVERSE INVESTMENT, 67 FOR TRADE, 7 FOR JOINT VENTURE AND 13 FOR LICENSING. THESE FIGURES NECESSARILY INVOLVE SOME "DOUBLE COUNTING" SINCE WE HAD TO TAKE THE SUM OF EACH STATE'S OWN CONTACTS AND SOME OF THESE CONTACTS TALKED WITH MORE THAN ONE STATE. NONETHELESS, WE FEEL THIS IS THE PROPER ELEMENT TO COUNT BECAUSE WHAT MATTERS TO EACH STATE IS WHAT IT HAS DONE, NOT WHAT THE OTHERS HAVE DONE. TWO STATES WERE ALSO INVOLVED IN ASSISTING EXHIBITORS AND BETWEEN THEM ACCOUNTEF FOR ONLY 17 OF THE 136 CONTACTS. THE REMAINING FOUR STATES PRODUCED 119 CONTACTS.

6. AN ADDITIONAL BENEFIT WHICH IS DIFFICULT TO QUANTIFY IS THE GOODWILL AND POTENTIAL FUTURE BUSINESS GENERATED BY OUR PARTICIPATION. AS ARESULT OF A PRESS MEETING HELD IN HAMBURG PRIOR TO THE FAIR, WE KNOW OF ONE RADIO FEATURE AND ONE TV FEATURE ON U.S. BUSINESS INTERESTS IN GERMANH AND ONE BACK-GROUND ITEM DISTRIBUTED BY THE GERMAN ECONOMIC PRESS ASSOCIATION TO ITS 2,000 MEMBERS. SIMPLY BY BEING IN GERMANY'S LARGEST TRADE FAIR ALSO HAS RESIDUAL BENEFITS WHICH ACCUMULATE YEAR BY YEAR.

7. THE COST OF RUNNING THE BIO WAS APPROXIMATELY DOLLARS 15,000 (DOLLARS 10,000 FROM COMMERCE AND DOLLARS 4,800 FROMTHE UNCLASSIFIED

UNCLASSIFIED

PAGE 03 HAMBUR 00790 211318Z

PARTICIPATING STATES) EXCLUDING SALARIES. THE SUPPORT FROM THE SIX STATES ENABLED US TO REDESIGN THE RECEPTION AREA OF THE 180 SQUARE METER STAND TO PRESENT A MORE ATTRACTIVE AND INVITING IMAGE. THIS DESIGN WORK WILL BE REUSABLE AT HANNOVER AND POSSIBLY AT OTHER SHOWS, SINCE MOST ELEMENTS ARE PORTABLE.

8. WE BELIEVE THAT FUNDING SHOULD BE KEPT AT THE PRESENT LEVEL

OF DOLLARS 10,000 IF COMMERCE AGREES WITH OUR RECOMMENDATION  
TO REPEAT THIS EFFORT NEXT YEAR. PROPOSED COMMERCE BUDGET  
WOULD BE ALLOCATED IN THE SAME MANNER AS IT WAS THIS YEAR.

9. THE COUNTRY COMMERCIAL ACTION GROUP CONCURS IN OUR REQUEST  
FOR FUNDING PARTICIPATION IN NEXT YEAR'S FAIR. THE  
AMBASSADOR, WHO SPENT A DAY AT THE FAIR, ALSO STRONGLY  
SUPPORTS THIS RECOMMENDATION.

10. REQUEST WCAG FORMALLY - CONSIDER OUR PROPOSAL FOR FY 77  
FUNDING AND ADVISE BONN AND HAMBURG. BROGAN

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